Dear Retailer,

Here's your opportunity to become part of the largest and most exciting consumer promotion in history - The Marlboro Country Store.

All you have to do is:

- Place the enclosed point-of-sale materials in your store.
- Mail in the survey and we will send you a special gift from Marlboro.
- Maintain the point-of-sale and if one of our people stops in your store you will receive another special gift from Marlboro.

Your participation in the Marlboro Country Store promotion will generate traffic and build excitement as consumers continue to save miles and redeem them for valuable gear.

Thank you for your participation and continuing support.

The Marlboro Brand Group

P.S. Please accept the Marlboro Country calendar for your personal enjoyment.

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Source: https://www.industrydocuments.ucsf.edu/docs/nfcv0003

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